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PG-619



IV Semester MBA (Day) (CBCS) Examination, July - 2019

MANAGEMENT

4.5.1 : Basic Management Aspects of Healthcare

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer **any five** questions from the following. Each question carries **5** marks.

5x5=25

1. Briefly explain various segments in healthcare delivery.
2. Identify the causes of conflicts in healthcare organizations.
3. Explain the role of competency analysis in recruitment and selection in healthcare sector.
4. Explain how healthcare services can be branded and positioned.
5. What do you understand by replacement analysis ?
6. Explain the scope of inventory management in healthcare organizations.
7. Write a brief note on ABC analysis in the context of hospital inventory.

SECTION - B

Answer **any three** questions from the following. Each question carries **10** marks.

3x10=30

8. Critically examine the differences in management of healthcare services and other service sectors.
9. Describe the human resource management practices in public health clinics.

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10. Discuss about the challenges for marketers in formulating marketing mix strategies for healthcare services.
11. Explain how purchase, repair and maintenance of hospital equipment is carried out in tertiary care hospitals.

SECTION - C

Compulsory Question.

1x15=15

12. "Major function of promotional activities in healthcare is educating the healthcare consumer" - Critically comment on this statement.

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